

Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY BUCHAREST

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E.O. 11652: N.A.

TAGS: BEXP, RO

SUBJECT: AMERO '77

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1. ON MARCH 21, COM/BEWT OFFICER BURGESS ACCOMPANIED OSCAR KATOV, AMERO MARKETING AND PROMOTION CONSULTANT, AND JACK CONNOR OF NATIONAL MACHINE TOOL BUILDERS ASSOCIATION IN 45-MINUTE MEETING AT ROMANIAN EMBASSY WITH AMBASSADOR NICOLAE. PURPOSE OF MEETING WAS TO FOLLOW UP POSTPONEMENT OF AMERO EXPOSITION BY BEGINNING DISCUSSIONS ON RE-SCHEDULING.

2. NICOLAE EMPHASIZED BOTH THE GOR'S AND HIS OWN CONTINUING COMMITMENT TO AMERO. WHEN KATOV SUGGESTED THAT THEME OF AMERO COULD POSSIBLY BE EXPANDED TO INCLUDE PRODUCTS AND EQUIPMENT NEEDED IN ECONOMIC RECOVERY EFFORTS FOLLOWING EARTHQUAKE, NICOLAE TOOK OPPORTUNITY TO STRESS
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THAT BOTH ANNUAL AND FIVE YEAR PLANS ARE TO GO FORWARD WITHOUT ADJUSTMENTS AND THAT THEREFORE IMPORTANCE OF AMERO WOULD BE TO CONCENTRATE ON ORIGINAL THEME AND NOT WORRY ABOUT EXPANDING SCOPE OF EXPOSITION. NICOLAE DID, HOWEVER, LEAVE OPEN THE POSSIBILITY OF ADDING A FEW KEY POST-EARTHQUAKE SUBJECTS TO THE THEME.

3. REGARDING POSSIBLE DATES FOR RE-SCHEDULING EXPOSITION
KATOV SAID THAT HE AND MARTIN DWYER HAD BEEN THINKING OF

SEPTEMBER OR OCTOBER. REFLECTING ON POSSIBLE COMPETING
FAIRS AND EXHIBITS IN BOTH EAST AND WEST EUROPE DURING
THAT PERIOD, DISCUSSION TURNED AWAY FROM FALL DATES TOWARD
AMBASSADOR'S SUGGESTION OF LATE AUGUST. SPECIFICALLY, HE
SUGGESTED DATES CENTERING AROUND NATIONAL DAY--AUGUST 23,
TO WHICH KATOV RESPONDED THAT SUCH A TIME FRAME WOULD BE
ACCEPTABLE, HE FELT, TO OTHER ORGANIZERS.

4. KATOV STRESSED IMPORTANCE OF REACHING EARLY DECISION
ON NEW DATES IN ORDER TO RETAIN EXHIBITORS WHO HAD SIGNED
UP TO PARTICIPATE IN APRIL EXHIBIT. NICOLAE PROMISED TO
DISCUSS NEW AMERO DATES WITH APPROPRIATE GOR OFFICIALS
DURING HIS TRIP. KATOV EXPRESSED HOPE THAT FIRM DECISION
ON NEW DATES COULD BE REACHED QUICKLY AFTER AMBASSADOR'S
RETURN TO WASHINGTON. KATOV AND CONNOR PLAN TO BE IN
BUCHAREST ON APRIL 25-26 AND WOULD LIKE TO USE THAT
OPPORTUNITY TO WORK ON IMPLEMENTING RE-SCHEDULED
EXPOSITION.

5. KATOV HAS TELEXED ROMANIAN EXHIBITION OFFICIAL BRAD
INFORMING HIM OF THIS MEETING, OF AMBASSADOR NICOLAE'S
INTENTION TO DISCUSS RE-SCHEDULING WITH BRAD AND OTHER
GOR OFFICIALS IN BUCHAREST, AND OF KATOV AND CONNOR'S
APRIL TRIP TO ROMANIA.

6. COMMENT: BURGESS RAISED QUESTION WITH AMBASSADOR
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WHETHER AUGUST DATES MIGHT NOT CAUSE PROBLEMS FOR GOR
OFFICIALS WHO WOULD BE ON VACATION AT THAT TIME.
AMBASSADOR ASSURED US THAT IT WOULD NOT POSE A PROBLEM.
FOLLOWING MEETING WE SPECULATED WHETHER AMBASSADOR WAS
LETTING US KNOW THAT MANY VACATIONS WOULD BE CUT SHORT
OR EVEN ELIMINATED THIS SUMMER. END COMMENT.
CHRISTOPHER

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